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Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/calendar>

Potential Pests and Diseases of Avocado – Laurel Wilt Disease, Polyphagous Shot Hole Borer and Potential Pests Coming to California

December 9

Time: 10:00 a.m. – 1:00 p.m.

Location: South Coast Research & Extension Center, 7601 Irvine Boulevard, Irvine, CA

Space is limited, RSVP is required. Please contact Diana Nix at 559-646-6500 or dlnix@ucanr.edu

California Avocado Commission GAP Educational Seminars

December 10

Time: 9:00 a.m. - 11:00 a.m.

Location: Grand Tradition Estate & Gardens, 220 Grand Tradition Way, Fallbrook, CA 92028

December 11

Time: 1:00 p.m. - 3:00 p.m.

Location: Museum of Ventura County, 100 East Main Street, Ventura, CA 93001

December 12

Time: 9:00 a.m. - 11:00 a.m.

Location: SLO Veterans Memorial Building, 801 Grand Avenue, San Luis Obispo, CA 93403

CAC Board Meeting

January 30

Time: TBA

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA 92618

Grower Call to Action on Immigration Reform: Contact Your Republican Representative Today!

Representative David Valadao has written a letter ([click here](#)) calling for House leadership to take action on immigration reform during the 113th Congress. The Commission urges you to contact your Republican Representative requesting they add their name to Rep. Valadao's letter. It's easy to send an email, [simply click on this link](#) and enter your zip code in the supplied field to send a pre-drafted letter to your Representative. If your member is Rep. Duncan Hunter (Escondido, Fallbrook, Temecula) it is especially important that he hear from you on this issue.

It is critical that growers speak with Members of Congress concerning the importance of including a new agriculture guestworker program as part of immigration reform — an initiative that is critical to the future of your farming operation. The Senate passed an immigration reform bill earlier this year, but the House has failed to take any action.

Ken Melban, Commission Director Issues Management, recently met with Rep. David Valadao and strongly encouraged him to continue working on immigration reform. Rep. Valadao, a freshman Republican from the central valley, is a dairyman who understands firsthand the failings of the current immigration system.

[Please contact your Representative](#) by December 3, 2013, to voice your concern over the lack of action in the House of Representatives on immigration reform.



Gene Nickel, grower; Rep. David Valadao; Ken Melban, CAC

Commission Board Approves GAP Rebate for Growers; Upcoming December GAP Workshops

For the third consecutive year the Commission Board has allocated funds for growers who wish to become GAP (Good Agricultural Practices) certified or recertified. The program, called the GAP Incentive Rebate (GIR), provides a reimbursement to growers for up to \$300 of actual audit costs. In the first two years of the GIR nearly \$100,000 has been rebated back to growers who became GAP certified. For the 2013/14 year (November 1, 2013 – October 31, 2014) the Board approved \$60,000 for the GIR. If you have not yet pursued GAP certification you are strongly encouraged to attend one of the upcoming GAP workshops (details below) to learn about the straightforward and commonsense GAP audit process. With the implementation of the Food Safety Modernization Act (FSMA) pending and increasing buyer demands for growers to demonstrate compliance with GAPs, it's time that all growers seriously consider joining the over 35% of the California avocado industry who have already become GAP certified. More information on the CAC GAP program and GIR may be found here: <http://www.californiaavocadogrowers.com/growing/gap>.

Dates, Times, and Locations:

Fallbrook: Tuesday, December 10th, 9:00 to 11:00 am
Grand Tradition, 220 Grand Tradition Way, Fallbrook

Ventura: Wednesday, December 11th, 1:00 to 3:00 pm
Museum of Ventura County, 100 E Main St, Ventura

San Luis Obispo: Thursday, December 12th, 9:00 to 11:00 am
Veterans Memorial Building, 801 Grand Ave., San Luis Obispo

CAC Submits Comments on Proposed “Produce Safety Rule”

With the passing of the Food Safety Modernization Act (FSMA) in 2011, the Food & Drug Administration (FDA) has been given the responsibility to ensure the safety of all fresh produce sold in the US. Under the FSMA authority, FDA drafted the Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption, or *Produce Safety Rule*, which, once finalized, will require growers and harvesters to demonstrate compliance with specific guidelines. A comment period was provided for impacted industry members to provide input on the proposal, and CAC submitted comments on behalf of the 5,000 California avocado growers on November 14, 2013. Three critical areas of the proposed Produce Safety Rule were addressed by CAC that would significantly impact our industry: 1) definition of dropped produce; 2) definition of agricultural water; and, 3) frequency of testing requirements for agricultural water. FDA is now in the process of reviewing the hundreds of comments that were submitted. Based on the tremendous amount of comments and overall concern with many aspects of the Produce Safety Rule (as proposed), there is some speculation that FDA will release a revised Produce Safety Rule for additional comments. CAC will continue to stay engaged in the process and provide input on behalf of the California avocado growers. More detailed information on CAC’s comments will be included in the next issue of the *From the Grove* magazine.

Caltrans Looking to Purchase AG Conservation Easement in Coastal Zone

Caltrans needs to purchase an agricultural conservation easement ranging from 4 to 9 acres in the Coastal Zone, preferably with prime soils. The land can be in the northern coastal area of Ventura County or southern coastal area of Santa Barbara ([Coastal Zones may be viewed here](#)). Caltrans must purchase an agricultural conservation easement to fulfill the Coastal Commission’s requirements due to a Caltrans building project. Caltrans would like to purchase the land within the next two or three months to meet the California Coastal Commission requirements. The information below provides specific guidelines:

1. The current crop is not an issue, however there needs to be a viable crop growing on the property;
2. The restriction would be any non-agricultural development (that isn’t already allowed in the zoning);
3. If the land is currently under the Williamson Act it would have to be removed;
4. The conservation easement would be written as a deed restriction on the property being acquired for the easement – the owner can choose where he would want that area set aside;
5. The easement would run in perpetuity – indefinitely;
6. The property owner could accept or reject the offer for the easement if the value is not acceptable;
7. The value of the easement would be based on fair market value;
8. Due to the development restrictions it could be up to 100% of fair market value;
9. The easement can reduce the tax impact on the land that contains the easement.

Growers who are interested and/or have questions should contact Phyllis Sarto, Caltrans Associate Right of Way Agent, at (559) 445-6288 or phyllis.sarto@dot.ca.gov.

Report-A-Pest App Now Available for Android Users

Just over a year after the California Department of Food and Agriculture (CDFA) launched its [Report-A-Pest app](#) for iPhone and iPad users, the CDFA has [announced](#) that the app is now also available to Android users via a new [mobile website](#). The app and mobile site allows users to photograph and report suspected harmful pests to both state and local agricultural officials. The program is connected directly to the CDFA's Report-a-Pest database and embeds GPS coordinates that allow invasive species specialists to identify and track pests, and respond quickly to invasive pest emergencies. If you choose to submit your contact information, an invasive species specialist can also contact you concerning the pest report.

[Get the Report-A-Pest app for iPhone and iPad users.](#)



California Avocado Commission Sets 2014 Editorial Schedule at IFEC Conference

With the goal of broadening awareness of California avocado grower campaign messages—Commitment to Premium Quality, Product Versatility and Consistently Good Value—through California avocado feature and product coverage, the California Avocado Commission (CAC) met with the editors of leading Foodservice publications at the annual International Foodservice Editorial Council (IFEC) conference in Portland, OR in late October.

In addition to scheduled editor conferences, CAC used several tactics to keep fresh California avocados top-of-mind among the conference attendees. Chef John Sturm of the Left Coast Cart served *Chorizo Sliders with Cajun Guacamole* and *Cold Fried Chicken Slider with California Avocado Ranch Cole Slaw* during the opening Chef Showcase of local culinary talent. CAC also co-sponsored a dinner, and welcomed editors from Food Fanatics, Food + Service, Food Management, and QSR Magazine and the communications director of Morrison's Healthcare to the gathering. The guests enjoyed a *Spicy Carrot and Avocado Salad* starter.

To ensure CAC reached every magazine, the Commission participated in a pre-IFEC, healthy lunch delivery to 35 editors based in Chicago, Cleveland, Chapel Hill and New York. On the menu: *Mediterranean Grilled Veggie Wrap with California Avocado Spread*. See below for event pictures.



Chef John Sturm serves the IFEC crowd.



Enjoying Fresh California Avocado on a food truck slider.



Spicy Carrot and Avocado Salad at the CAC editor dinner event.



Mediterranean Grilled Veggie Wrap with California Avocado Spread anchors a pre-IFEC lunch delivery to editors.

CAC Partners with Beef Cook Off to Showcase California Avocados at Exclusive Media Event in NYC

Earlier this year, the California Avocado Commission served as a sponsor of the 2013 National Beef Cook Off® recipe contest. Its sponsorship included the creation of a new category in the contest – “Craveable Fresh Beef and Fresh California Avocados.” The grand prize winning recipe, *Cali Avocado Steak Salad*, was selected from numerous entries and showed how these two delectable ingredients could be paired together.

As an extension of this sponsorship, CAC recently participated in a special media luncheon hosted by the National Beef Cook Off at BLT Prime, a well-known steakhouse in New York City. The purpose of this event was to further educate key media and bloggers on the culinary aspects and nutritional benefits of California avocados and fresh beef.



Jan DeLyser speaking with the media.



Jan DeLyser, Janice Newell Bissex and Kari Underly.

CAC Vice President of Marketing Jan DeLyser gave an informative talk to the attendees about the premium qualities and advantages of hand grown California avocados. The media also were educated on the nutritional benefits of the fruit by CAC's Registered Dietitian Ambassador Janice Newell Bissex, MS, RD. These talks were followed by presentations by a local beef rancher and a beef cutting demonstration by butcher Kari Underly.



Attendees also enjoyed a beef and California avocado-centric meal of two winning recipes from the Craveable Fresh Beef and Fresh California Avocado category; *Cali Avocado Steak Salad* and *Tuscan Burgers and California Avocado Tomato Spread*, which was followed by an *Avocado Key Lime Pie* dessert course created by the restaurant's executive chef.

CAC Promotion of Avocados for Baking Helps Increase Usage

Two of CAC's strategies to increase demand for California avocados are to promote the versatility of avocados and their nutrition benefits. Health-conscious bakers can substitute avocado for many traditional baking ingredients, such as butter or shortening. CAC promotes the fact that they can simply replace these ingredients with an equal amount of avocado (e.g., replace one cup of butter with one cup of mashed avocado) in any muffin, cupcake, quick bread and even some brownie and cookie recipes to reduce the intake of fat, calories, cholesterol and sodium.



Many of CAC's avocado baking recipes are perfect for holiday entertaining, including the [California Avocado Pumpkin Cupcakes](#) recipe featured above.

CAC targets health professionals, dietitians (including supermarket retail dietitians) and consumers, sharing with them that by substituting avocado, the nutritional value of baked goods is increased with the fruit's contribution of nearly 20 vitamins, minerals and phytonutrients, along with "good fats" (poly and monounsaturated fats). Additionally, the overall calories in a recipe can be reduced by substituting avocado for an ingredient like butter. There are 50 calories in two tablespoons of avocado compared to 204 calories in two tablespoons of butter.

To encourage the target market to try California avocados in baking, CAC promotes delicious recipes for baked goods, including quick breads and muffins such as the popular [Avocado Blueberry Muffins](#) and [Avocanana Bread](#), as well as recipes for cookies and cakes.

Costco's Annual Cookbook Features Two California Avocado Recipes

CAC supports Costco Wholesale, a key California avocado retailer, through sponsorship of the Costco Cookbook. The cookbook is published annually with 1.5 million copies distributed to members free of charge over the Thanksgiving holiday weekend, and are available in store until they run out. For members who miss getting a hard copy, the cookbooks are archived on the Costco website so these delicious and creative recipes can be accessed 24/7.

This year CAC submitted two recipes for the cookbook: a breakfast usage recipe, *California Avocado Toast Three Ways*; and a popular salad served on an avocado half, *Chicken Salad on the Half Shell*.

California Market Trends

To view all market trend graphs, including "Weekly Volume Summary," "Weekly Avocado Prices" and "U.S. Avocado Supply," please visit: <http://www.californiaavocadogrowers.com/selling-avocados>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 12/1/2013	Season-to-Date (since 11/1/13)	2013 Year to Date
Hass	4,500	316,164	469,543,311
Lamb	0	0	17,153,848
Other (Greens)	0	0	3,102,339
California Total	4,500	316,164	489,799,498
Florida	691,295	5,067,425	61,187,405
Chile	2,757,348	14,004,473	38,873,834
Mexico	23,046,719	97,496,297	1,023,965,078
Other (Imports)	830,000	4,240,000	71,842,103
Import Total	26,634,067	115,740,770	1,134,681,015
USA Total	27,329,862	121,124,359	1,685,667,918
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices 11/25/2013				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's				11.00-18.00
32's-36's				23.00-25.00
40's				23.00-25.00
48's				19.00-21.00
60's				19.00-21.00
70's				15.00-18.00
84's				15.00-18.00
Mexican Hass				
All Sizes	15.00-34.00	N/A	4/3.99-1.99	14.00-20.00
Chilean Hass				
All Sizes	16.00-34.00	N/A	2/0.99-1.99	15.00-24.00
Peruvian Hass				
All Sizes	N/A			

*To subscribe to the Weekly Newslines, please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org.

Weather: 30-Day Outlook For California's Coastal & Valley Areas

Synopsis... A warm sea surface temperature anomaly is found off the southern tip of Baja California. A cold anomaly exists to the west of Baja and southern California. This pattern is favorable for the development of upper lows over southern and south-central California. This teleconnects frequently with dry offshore, or north wind events, in northern California. The warm SSTAs feed more moisture into fronts moving into southern California from the north and cause rapid spin-up of upper lows. This encourages winter weather conditions in the mountain areas of central and southern California. It can also spur occasional severe weather in southern California. Locally heavy showers may occur in the deserts, in the southern coast areas, and in western and central Arizona.

In the Near-Term - Southern California Avocado Region - November 27 to December 10... We see indications for ten more upper lows. The next one will be on the 28th and 29th, followed by one on December 4 to 6. Freezes will return after the rains, or between rainy periods, and will be of concern from November 30 to December 3. Freezes may also occur after the big storm on December 4 to 6, and from December 7 to 9. Santa Anas are not indicated in the near term.

December 11 to 26... *El Niño* influence is close to zero at this time, but the warm sea temperatures near the Baja coast will fuel the development of upper lows near southern California. This will continue for a while in December despite the lack of *El Niño* influence. After a sunny break from December 12 to 18, with nightly freezes in the valleys, we expect another troughing maximum in the cycle to occur on about December 20, with some hard hitting rains again. Another period of rains would be indicated the first few days of January. This pattern currently argues against atmospheric river (AR) heavy subtropical rain events, but favors instead the cold offshore flow alternating with showery events and low snow levels.

Seasonal Outlook/El Niño Update – January 1 to May 31... The *El Niño*/Southern Oscillation (ENSO) reverses to a little on the negative side (*La Nina*-like) during January and February. This argues for a return of dry conditions in central and southern California with higher frost risk for most of the middle of January. Rains would tend to focus mainly in late January and February 8 to 18. ENSO is not expected to be a factor for enhancing rainfall in central and southern California from February to March.

...Southern California Avocado Region – January 1 to March 31... There appears to be support for below normal rainfall in January due to weak *La Nina*-like influence. Systems will generally weaken upon reaching the coast – mostly from January 12 to 20. The usual number of freeze events should be expected, occurring within the dry period in January.

...Alan Fox, Fox Weather LLC...